

# MEMORANDUM

Agenda Item No. 3(A)(9)

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**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

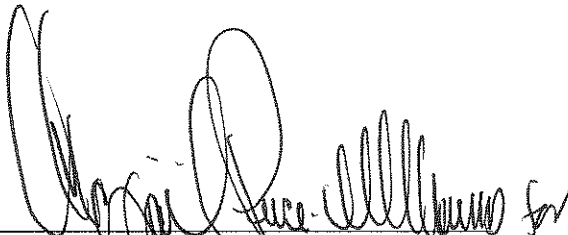
**DATE:** October 7, 2014

**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Resolution retroactively  
authorizing in-kind for the  
October 4, 2014 "Celebrate  
ORGULLO Festival" event

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The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Sally A. Heyman.



R. A. Cuevas, Jr.  
County Attorney

RAC/lmp



# MEMORANDUM

(Revised)

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** October 7, 2014

**FROM:**   
R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 3(A)(9).

Please note any items checked.

- ☐ "3-Day Rule" for committees applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Ordinance creating a new board requires detailed County Mayor's report for public hearing
- ☒ No committee review
- ☐ Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_) to approve
- ☒ Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor

Veto \_\_\_\_\_

Override \_\_\_\_\_

Agenda Item No. 3(A)(9)

10-7-14

RESOLUTION NO. \_\_\_\_\_

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE PARKS, RECREATION AND OPEN SPACES DEPARTMENT FOR THE OCTOBER 4, 2014 "CELEBRATE ORGULLO FESTIVAL" SPONSORED BY THE UNITY COALITION/COALICION UNIDA, INC., A NOT-FOR-PROFIT ORGANIZATION, IN AN AMOUNT NOT TO EXCEED \$790.00 TO BE FUNDED FROM THE BALANCE OF THE DISTRICT 4 FY 2013-14 IN-KIND RESERVE FUND

**WHEREAS**, the Unity Coalition/Coalicion Unida, Inc. has requested in-kind services from the Miami-Dade Parks, Recreation and Open Spaces Department for the October 4, 2014 "Celebrate ORGULLO Festival" in an amount not to exceed \$790.00 (see attached Fee Waiver/In-kind Service Application); and

**WHEREAS**, the "Celebrate ORGULLO Festival" is a celebration that showcases Hispanic heritage during Hispanic Heritage Month and Lesbian, Gay, Bisexual and Transgender ("LGBT") Month; and

**WHEREAS**, this event is free and open to the public and a portion of the proceeds will benefit the LGBT College Scholarship Fund and programming of the Unity Coalition/Coalicion Unida, Inc.; and

**WHEREAS**, Unity Coalition/Coalicion Unida, Inc. is a not-for-profit organization; and

**WHEREAS**, the "Celebrate ORGULLO Festival" is a major event, as that term is defined in the attached Fee Waiver/In-kind Service Application, and \$790.00 of the in-kind services shall be funded from the balance of the District 4 FY 2013-14 In-Kind Reserve Fund,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board retroactively

authorizes in-kind services from the Miami-Dade Parks, Recreation and Open Spaces Department for the October 4, 2014 "Celebrate ORGULLO Festival" sponsored by Unity Coalition/Coalicion Unida, Inc. in an amount not to exceed \$790.00 to be funded from the balance of District 4 FY 2012-13 In-Kind Reserve Fund.

The Prime Sponsor of the foregoing resolution is Commissioner Sally A. Heyman. It was offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Rebeca Sosa, Chairwoman

Lynda Bell, Vice Chair

Bruno A. Barreiro

Jose "Pepe" Diaz

Sally A. Heyman

Jean Monestime

Sen. Javier D. Souto

Juan C. Zapata

Esteban L. Bovo, Jr.

Audrey M. Edmonson

Barbara J. Jordan

Dennis C. Moss

Xavier L. Suarez

The Chairperson thereupon declared the resolution duly passed and adopted this 7<sup>th</sup> day of October, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA

BY ITS BOARD OF

COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_

Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

GKS

Gerald K. Sanchez



SHOWMOBILES, STAGES, BLEACHERS,  
AND SOUND PRODUCTION  
(305) 226-8315 Ext. 224/(305) 553-8511 (Fax)

EQUIPMENT (S) CONFIRMATION FORM

ORGANIZATION/AGENCY: Unity Coalition | Coalicion Unida

EQUIPMENT REQUESTED: 20'x40' stage

NAME OF PERSON RESPONSIBLE FOR THIS BILL: Comm. Sally Heyman

OR INDEX CODE (MIAMI-DADE AGENCIES ONLY): \_\_\_\_\_

BILLING ADDRESS/ZIP CODE: \_\_\_\_\_

NAME/TITLE OF THE EVENT: Celebrate ORGULLO Festival

ADDRESS OF EVENT: Collins Avenue & 73rd Street, Miami Beach

TODAY'S DATE: August 5, 2014

DATE (S) & TIME OF EVENT: Sat, Oct 4, 2014, noon-9pm

SET-UP TIME & DAY: Friday, Oct 3, 2014, 6pm

TAKE-DOWN TIME & DAY: Saturday, Oct 4, 2014, 10pm

CONTACT PERSON/PHONE: Herb Sosa 786-271-6982

AT SITE CONTACT/CELL PHONE#: \_\_\_\_\_

SPECIAL INSTRUCTIONS: Direction Item(s) are to be placed, maps, diagrams, etc.  
SEE ATTACHED

OTHER INFORMATION: Include additional equipment if needed.

We, the users, understand that we assume full responsibility for any damage, theft, or loss to said equipment and its accessories between the time the Miami-Dade Park and Recreation Department completes setting up and the time it takes down. We, the users, also agree to adhere to the requests set forth in the rental policy. We do have a copy of the rental policy and fully understand the requirements set forth in renting the equipment requested as out-lined in the rental policy. We also understand that the total fee is to be remitted (15) fifteen working days before the event.

\*Fee: \$ 750.00

Signature: Herb Sosa

\*(SEE FEE SCHEDULE FOR EXACT CHARGES)

Agency/Group: Unity Coalition | Coalicion Unida

**CANCELLATIONS MUST BE MADE 72 HOURS IN ADVANCE OF THE  
EVENT BY FAX OR EMAIL OTHERWISE EXPECT TO BE CHARGED**

**1/2 (HALF) OF RENTAL FEE.** \*There will be no completed reservation on the schedule unless the confirmation Form is filled out completely and signed.

Late equipment arrivals, please call (786) 236-7926

MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION  
FY 2008-09

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY  
ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Office of Strategic Business Management  
111 N.W. 1<sup>st</sup> Street, Suite 2200  
Miami, FL 33128

Phone: (305) 375-5143  
Fax: (305) 375-5168

Type of Event/Application (select one of the following):

- ☐ District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- ☐ Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- ☐ Special Event\* - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- ☒ Major Event\* - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

\*\*Note: Event budget must be included for "Special" and "Major" event types.\*\*

Commissioner sponsoring event Comm. Sally Heyman

1. Full legal name of the requesting organization: Unity Coalition | Coalicion Unida, Inc.

2. Applicant Status: (Select one of the choices below)

- ☒ Not-For-Profit or Tax Exempt  
☐ For-Profit  
☐ Local Government or Public Entity  
☐ Other (specify): \_\_\_\_\_

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): \_\_\_\_\_

HERB SOSA

831 Ninth Street, Miami Beach, Florida 33139

786-271-6982

4. Specify fee waiver or in-kind service requested (quantify, if applicable): \_\_\_\_\_

Comm. Sally Heyman

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MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION  
Page 2

5. Name, date of event, description, and purpose of the event (If event is a fund-raiser, define the beneficiaries):  
WHAT | Started in 2011, produced by Unity Coalition | Coalición Unida, the Celebrate ORGULLO Festival Showcases Hispanic Pride during Hispanic Heritage & LGBT Pride Month - The First Event of its kind in the U.S. Unity Coalition | Coalición Unida is a Florida 501(c)3 non-profit whose focus is the Leadership, Protection & Promotion of Latino | Hispanic LGBTQ rights (lesbian, gay, bisexual, transgender, questioning) - The only organization of its kind in South Florida since 2002. We are proud to host the Annual Celebrate ORGULLO Festival, appreciate your consideration in supporting this endeavor.

FACTS |

- Saturday, October 4, 2014, 12 noon to 9pm, Collins Avenue at 73rd Street, Miami Beach

- Presenting 2 stages with local, national & int'l. artists, amazing sponsors, community partners and 70+ booths of cultural diversity...including International foods, art, street performers, face painting, carnival games, dancing and a generally great time. - The event is free and open to the public and a portion of the proceeds from the sale of food and beverages will benefit our LGBT College Scholarship Fund and year round programming of the Unity Coalition | Coalición Unida, Inc.

6. Please select ALL that apply to event:

- ☒ Economic Development: Event supports vitality or growth of the local economy  
☒ Youth/Education: Event benefits youth of any age and/or offers educational benefits  
☒ Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community  
☒ Arts and Culture: Event supports music, theatre, literature, art or culture  
☐ Environmental: Event benefits environmental concerns or promotes conservation  
☐ Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)):

Collins Avenues & 73rd Street, Miami Beach  
Within Commissioner Sally Heymans district.

8. Description of regional or local impact:

- Now in its 4th successful year, Celebrate ORGULLO is a Festival of Hispanic LGBT Pride - the First Event of its kind in South Florida.  
- With attendance well over 6,500 for festival day and well over 25,000 for all ORGULLO events combined for 2013...our programming, advertising, community outreach, partnership with the City of Miami Beach, sanctioned events and entertainment lineup, we completely expect our numbers to continue to significantly increase, covering demographics in every category, age, orientation, ethnic and economic bracket.  
- The past 2 years we also teamed up with the Greater Miami Convention & Visitors Bureau to develop & implement a comprehensive Visitors Survey. We have also signed on with CityBash Group as our P.R. agency of record.

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable):

Celebrate ORGULLO Festival runs from noon-9pm, with 2 stages and dozens of live performances, singers, dancers, folkloric presentations and international D.J.'s - culminating with a Movies Under the Stars presentation by the Miami Short Film festival.

MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION  
Page 3

10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): See attached.

11. Expected number of participants and estimated attendance (per day, if applicable): 6,5000.+

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): See attached.

I hereby certify that all the statements made in this application are true and correct.

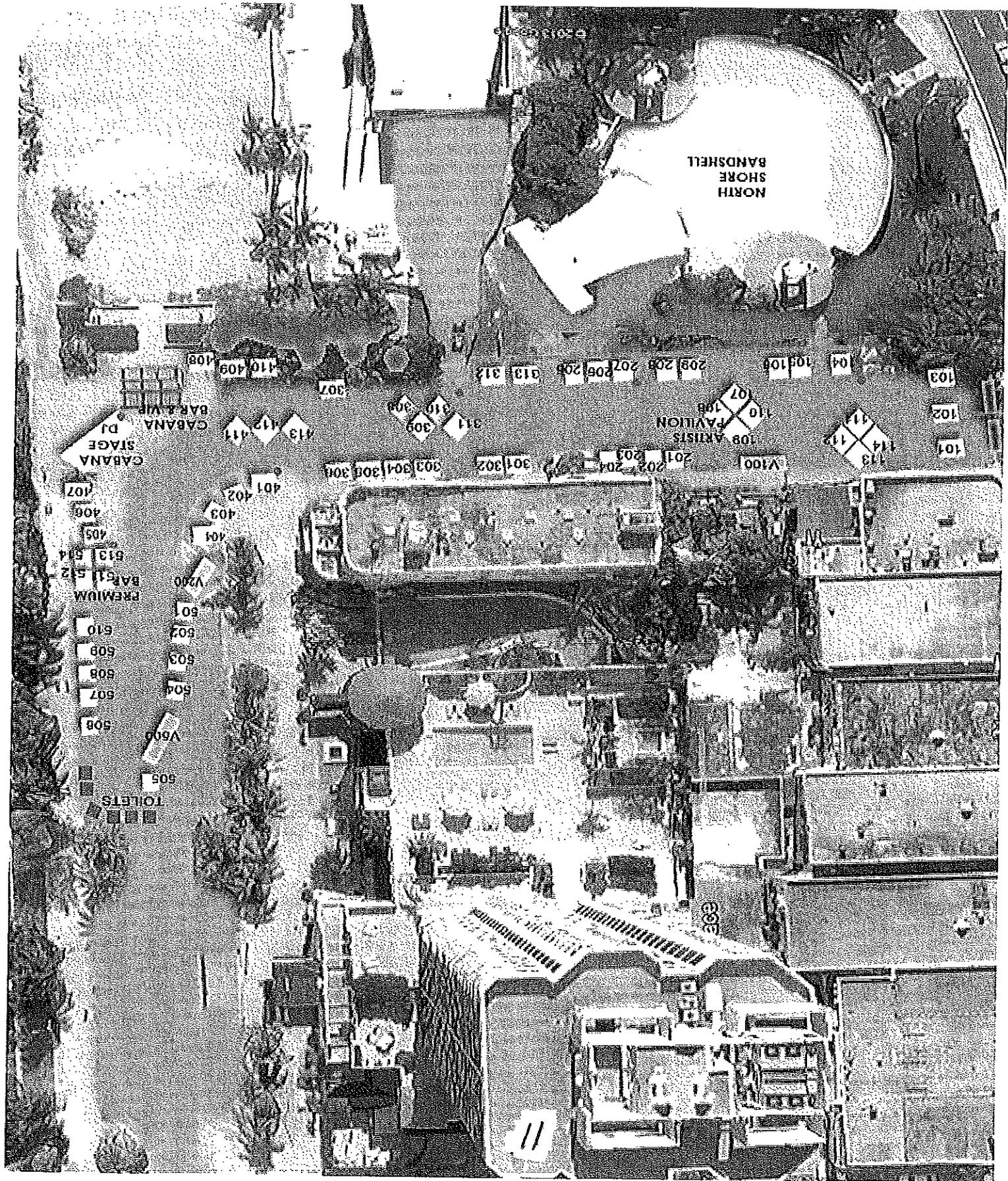
  
Signature of Authorized Representative

Herb Sosa for Unity Coalition | Coalicion Unida, Inc.  
August 5, 2014  
Date



Celebrate ORGULLO BUDGET 2014			
PRODUCTION	COST		IN KIND
6100 STAGING			
Lighting	3400		
Sound	12100		
DJ Equip.	4500		
Movie Screen	2500		
Technician	5500		
Permit		28000	
6200 TENTS			
10x10	4100		
Tables			
Chairs			
Risers			
SunCover	2500	6600	
6300 SANITATION			
Toilets	860		
Garbage	3340		
Fencing	100		
Permit	200	4500	
6400 CITY FEES			
Police	3700		
Fire/Rescue	1500		
SpEvents	3600		
Meters	400	9200	
6500 PERSONNEL			
Festival Director			50,000
Entertainment Director			22500
Logistics Director			22500
Sales&Mktg Director			20000
Web Design/Maint.			3000
			118,000
6600 MARKETING			
CityBashGroup	5000		
Program Guide Book (5,000 pcs)	3500	8500	
6700 TALENT			
Performance	9000		
Travel	6000		
Transportation	1000	9000	
6800 BAR			

Mixers	500		
Ice	600	1100	
Concha y Toro			8000
Stoli			12,000
6900 LOGISITCS			
Truck Rental	350		
Fire Extinguishers	250		
Printing	500		3500
Volunteer Tshirts	500		
Insurance	1300		
Misc.	1100		
		4000	
7000 GayFace Art Projection Project			
Equipment	2500		
Production	2500		
		5000	
7100 Writers Room Pavilion			
Equipment	2500		
Production	2500		
8000 ADVERTISING			
Comcast (150 PSAs)			70,000
Herald/ElNuevo (4 - 1/4 page)			10,000
HotSpots			7500
GenreLatino			3500
Ambiente			5000
MarksList			3500
			99,500
	87900	53710	194500



**FLORIDA DEPARTMENT OF STATE  
DIVISION OF CORPORATIONS****Detail by Entity Name****Florida Non Profit Corporation**

UNITY COALITION/COALICION UNIDA, INC.

**Filing Information**

<b>Document Number</b>	N08000008427
<b>FEI/EIN Number</b>	263327254
<b>Date Filed</b>	09/09/2008
<b>State</b>	FL
<b>Status</b>	ACTIVE
<b>Last Event</b>	AMENDMENT
<b>Event Date Filed</b>	11/28/2011
<b>Event Effective Date</b>	NONE

**Principal Address**831 9TH STREET  
MIAMI BEACH, FL 33139

Changed: 01/17/2010

**Mailing Address**831 9TH STREET  
MIAMI BEACH, FL 33139

Changed: 01/17/2010

**Registered Agent Name & Address**SOSA, HERB  
831 9TH ST  
MIAMI BEACH, FL 33139

Name Changed: 08/05/2009

Address Changed: 08/05/2009

**Officer/Director Detail****Name & Address**

Title P

SOSA, HERIBERTO  
831 9TH STREET  
MIAMI BEACH, FL 33139

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## Title T

GONZALEZ, LUIS  
 26 MADEIRA AVE #1  
 CORAL GABLES, FL 33134

**Annual Reports**

Report Year	Filed Date
2012	06/11/2012
2013	04/17/2013
2014	01/09/2014

**Document Images**

<a href="#">01/09/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/17/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/11/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">11/28/2011 -- Amendment</a>	<a href="#">View image in PDF format</a>
<a href="#">10/02/2011 -- REINSTATEMENT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/17/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">08/05/2009 -- Reg. Agent Change</a>	<a href="#">View image in PDF format</a>
<a href="#">05/01/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">10/17/2008 -- Amendment</a>	<a href="#">View image in PDF format</a>
<a href="#">09/09/2008 -- Domestic Non-Profit</a>	<a href="#">View image in PDF format</a>

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# Memorandum



**Date:** October 7, 2014

**To:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez", written over a horizontal line.

**Subject:** District Specific In-Kind Request

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A waiver for in-kind services has been requested Unity Coalition/Coalicion Unida, Inc., for the "Celebrate ORGULLO Festival" held on October 4, 2014.

In-kind services have been requested in an amount not to exceed \$790 from the Parks, Recreation and Open Spaces Department for the use of a 20' x 40' stage. This event will be funded from the balance of District 4 FY 2013-14 In-Kind Reserve Fund.

A handwritten signature in black ink, appearing to read "Edward Marquez", written over a horizontal line.

Edward Marquez  
Deputy Mayor

Inkind01471